

Serial No.: 10/010,947
Docket No.: 40655.7600

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No.: 10/010,947

Docket No.: 40655.7600

First Named
Inventor: Haines, Mark

Filing Date: 6/11/2001

Art Unit: 3622

Examiner: Alvarez, Raquel

Title: System and method for networked loyalty
program

Confirmation No.: 5619

**REVOCATION OF PRIOR POWER OF ATTORNEY WITH NEW POWER OF
ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

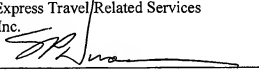
American Express Travel Related Services Company, Inc., on behalf of itself, its subsidiaries and affiliates, hereby revokes all previous powers of attorney given in the above-identified application and hereby appoint the practitioners associated with the Customer Number 66170.

Please change the correspondence address for the above-identified application to the address associated with Customer Number 66170.

I am an Officer of the Assignee of record of the entire interest. Statement under 37 CFR 3.73(b) is included.

Date: 2/20/07

American Express Travel Related Services
Company, Inc.

By 

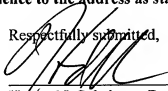
Name: Stephen P. Norman

Title: Secretary

Please send all further correspondence to the address as stated above.

Respectfully submitted,

Dated: 4/30/07


Howard I. Sobelman, Reg. No. 39,038
SNELL & WILMER L.L.P.